



April 2024

Sponsorship Proposal

GREATER BOSTON CHAMBER OF COMMERCE
WWW.BOSTONCHAMBER.COM

2024 Women's Leadership Program

\$25,000 | Industry-Exclusive Sponsorship | June 2024 – May 2025

Women's Leadership Program empowers women at all stages in their careers with the skills and network they need to excel in their own careers and to create the conditions for other women to thrive. In a nine-month program, presented in partnership with Simmons University Institute for Inclusive Leadership, 120 participants learn vital tools such as finding their leadership style, navigating gender dynamics at work, managing perceptions, public speaking, negotiation, networking, and team management. In addition, participants are integrated into the Chamber's Women's Network and complete an Individual Action Project at their own organizations.

Notable outcomes from the Class of 2022-2023:

- 76% are highly skilled in identifying and flexing their leadership style (compared to 8% at the start of the program)
- 66% are highly skilled in creating inclusive cultures (compared to 24% at the start of the program)
- 61% are highly skilled in leading teams (compared to 27% at the start of the program)
- 44 Net Promoter Score



SPONSOR BENEFITS:

MARKETING & PROMOTION

- Company logo and link to be included in Chamber's monthly e-calendar and on website, which averages 21,400 visitors per month.
- Company logo will be included in any marketing emails to our subscribed lists which collectively reach 13,000 subscribers.
- Company logo and link will be included on all emails sent to cohort – about three emails per month to about 120 people for the duration of the program.
- Company logo will be included on class website where all program materials are stored as a full sponsor feature and on YouTube recordings of public sessions. Monthly views on the YouTube channel average 105,000.
- Company will be promoted as a sponsor via Chamber social media platforms with an aggregate 53,500 followers.
- Opportunity to contribute to GBCC blog, which has 15k visits YTD.



LIVE PRESENCE (VIRTUAL OR ONSITE)

- Sponsor will be acknowledged at the event via special signage and verbally by opening Chamber representative.
 - A representative from the sponsor company has opportunity to provide welcome comments at several key sessions throughout the program, including the opening (orientation) and the closing (graduation).
 - Sponsor can distribute literature or corporate giveaways via e-mail or onsite to all participants.
 - Sponsor may select two participants for the program with their acceptance guaranteed. This is a **\$11,000 value/rate of tuition**. Company may offer these slots to other organizations as scholarships if no female staff wish to participate.
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Visibility

Get your brand in front of Greater Boston's business community.



The Greater Boston Chamber of Commerce had **485K webpage visits** in the year 2022.



Combined followers across all Greater Boston Chamber of Commerce brands averages at **61.5k**.



There are over **14K recipients** who received email campaigns in the year 2022.



The Greater Boston Chamber of Commerce thought leadership blog webpage had **4.6k visits** in the year 2022.